

**REJECTIONS UNDER 35 U.S.C 112 first paragraph**

In response to these rejections, Applicant amends claims 1, 9, and 13 herein to overcome the rejections.

**REJECTIONS UNDER 35 U.S.C 112 second paragraph**

In response to these rejections, Applicant amends claims 1-2, 8-9, 10, 12-14, and 17 herein to more clearly define the invention. Applicant notes that page 5 lines 13-24 of the specification for example teaches that in step 114 the client enters price ranges and preferences, e.g. "maximum prices (caps) that the buyer may be willing to pay for various combinations of items", perhaps using a GUI. Deal parameters may include, for example "10 trucks with terms including acceptable models, options, financing terms, delivery times, and warranty terms." Parameters may also describe "information gathered from follow-up questions". See also page 6 lines 1-14.

**REJECTIONS UNDER 35 U.S.C 101**

In response to these rejections, Applicant amends claims 1 and 13 herein.

**REJECTIONS UNDER 35 U.S.C. 102(a) and 103(a)**

In response to these rejections, Applicant traverses the rejections and notes that the present invention was conceived prior to the earliest priority date of the cited prior art. Documentary evidence and related affidavit by Applicant are submitted under separate cover.

All pending claims are believed to be allowable as amended. The prior art made of record and not relied upon has been carefully reviewed. The Examiner is invited to call Applicants' undersigned representative if a telephone conference will expedite the prosecution of this application.

Respectfully submitted,

Nimrod Megiddo

By Marc D. McSwain

Marc D. McSwain (#44,929)

Phone (408) 927-3364